

# THE MODERATE SMOKE.

It's not strong. It's not weak.  
It's blended for the middle.

There are no excesses, except  
those in quality.

It has premium tasting tobaccos.  
Two advanced filter systems. And a  
thoughtful Humidor Pack. To keep  
your smokes fresher, longer.

Try the Moderate Smoke.

It's the cigarette you can feel  
comfortable with. Enjoy. And stay with.



BENSON &  
HEDGES

**MULTIFILTER**

Warning: The Surgeon General Has Determined That  
Cigarette Smoking Is Dangerous to Your Health.

Regular: 14 mg "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Apr/72

